

Canada. Statistics bureau
[General publications]
[G-12] Population 1921-1966;
revised annual estimates of population,
by sex and age, Canada and the provinces.
(91-511)

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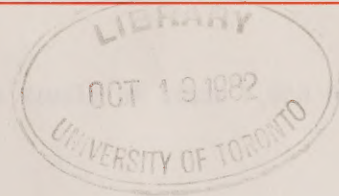


CA/BS
N 76

news release

Date June 11, 1982

For release



SOUND ENERGY MANAGEMENT FOR CANADIAN FARMERS

Ottawa - A survey to aid in the development of cost-efficient energy programs for the Canadian agricultural sector is being undertaken this month by Statistics Canada.

The Farm Energy Use Survey is a joint project with Agriculture Canada and Energy, Mines and Resources Canada under the National Energy Program. It will provide detailed information on the current use and cost of energy on farms. Farmers will be asked energy-related questions such as types of powered equipment used, types of fuel used, storage facilities and energy-saving changes made in the past few years.

Data collected through the Survey will be used by farm associations and governments to determine the need for additional energy conservation and fuel substitution programs, stand-by programs for emergency energy distribution, research projects and information programs for the farming community.

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News Service

THE NEW YORK TIMES

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The Survey will also provide the basis for monitoring key farm energy inputs on an annual basis and for measuring progress in energy-related areas including the adoption of new energy-saving technology.

Statistics Canada interviewers will be visiting a sample of about 7,000 farms between June 28 and July 23.

The results of the Farm Energy Use Survey will be available early in 1983.

- 30 -

For more information, contact: Michael Trant
Statistics Canada
(613) 995-4895

Terry Goodyear
Agriculture Canada
(613) 995-9554

Ce communiqué est aussi disponible en français.

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NEWS RELEASE

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OTTAWA - A. W. Johnson, President of the Canadian Broadcasting Corporation, announced today the appointment of Peter Herrndorf as the Corporation's Vice-President of Planning. Now Head of Current Affairs Programming for the CBC's English television service, Mr. Herrndorf will take up his new post at the end of the current production season in April, 1977.

As Vice-President of Planning, Mr. Herrndorf will be responsible for corporate planning in the major areas of operations, coverage and capital planning, administrative services and strategy development. In this regard, he will work closely with the operating divisions in the development of long-term program strategies.

Born in Amsterdam in 1940, Mr. Herrndorf was raised in Winnipeg where he graduated in Political Science and English from the University of Manitoba in 1962. In 1965 he received a law degree from Dalhousie University in Halifax and, in 1970, he was awarded a master's degree in administration by the Harvard Business School.

Mr. Herrndorf began his broadcast career in 1965 with CBC Television News in Winnipeg. He later joined the Public Affairs department in Winnipeg as a producer and subsequently served as Supervisor of Public Affairs at CBC Edmonton.

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In 1967, he moved to Toronto as a producer for the Sunday night television series "The Way It Is". After completing his studies at Harvard in 1970, he was appointed Special Assistant to the Vice-President and General Manager of CBC's English Services Division and was responsible for three separate studies for the development of new dimensions in television news, drama and variety. He was appointed to his present post as Head of English Television Current Affairs Programming in October, 1974, and has been responsible for the development of such programs as "the fifth estate", "90 Minutes Live" and "The October Crisis".

October 27, 1976

Information: John H. Smith, 731-3111, Local 227
Public Relations, CBC Head Office

The first part of the report is a general
description of the project. It is followed by
a detailed description of the work done
during the year. The third part is a
summary of the results of the work.
The fourth part is a list of references.
The fifth part is a list of figures.
The sixth part is a list of tables.
The seventh part is a list of appendices.

THE END



NEWS RELEASE

OTTAWA:

Al Johnson, President of the CBC, responded today to the March 14 announcement by the CRTC of the proposed terms of reference of the "Committee of Inquiry into the National Broadcasting Service".

"Parliament has empowered the CRTC to supervise the broadcasting system," said Johnson, "and the Board of Directors of the CBC accepts the inquiry under this provision of the law. Moreover the CBC is anxious to clear the air of the sweeping allegations which recently were made in the political arena against the CBC. The Board did, however, express some reservations concerning the lack of precision as to the objectives of the inquiry, and the manner in which it will be conducted."

The President said that he and the Board welcome the fact that the Chairman of the CRTC, Harry Boyle, will preside over the inquiry. "We are confident, as we said before", said Johnson, "that Mr. Boyle is seeking out people of the highest public and journalistic credibility to make the independent, objective and professional judgments which this very difficult inquiry will demand."

The CBC also welcomes the statement of principles outlined in the March 14 announcement by which the CRTC has said it will be guided in the conduct of its inquiry. "These principles are utterly fundamental to the preservation of the CBC and its independence from political interference. It is this independence which I as President have asserted unequivocally in the past few weeks", said Johnson.

The Board of Directors of the CBC recognizes that the CRTC is not yet in a position to define its precise terms of reference and manner of operation. However, the kind of participation and cooperation which will be called for from the Corporation will necessarily depend upon which course or courses the CRTC's Committee adopts.

In its Public Notice of March 14 the Commission invited the public "to submit in writing information and comments relevant to a proper assessment of the manner in which the CBC carries out its mandate", and it asked that "any representation about specific programmes that the public may wish to bring to the Committee's attention should be as factual as possible". The CBC gathers that the breadth and nature of the comments received will materially influence the type of inquiry to be undertaken.

One possible course for the Committee would be to investigate specific allegations that the CBC is guilty of bias or lack of balance in certain of its news and current affairs programmes -- allegations which in the political arena at least, have been very vigorously pursued.

Specific complaints of this kind can only be judged in the context of the totality of CBC news and public affairs programmes. Individual perceptions of a particular element of a particular programme cannot be judged in isolation, if a fair judgment about alleged bias or lack of balance is to be made: such perceptions must be examined in the context of the whole programme, then in the context of a representative selection of the programmes in the series concerned, and finally in the context of the totality of news and public affairs programmes.

Another possible approach of the CRTC's Committee would be to seek to make a judgment as to whether the CBC is fulfilling those parts of its mandate which apply particularly to news and public affairs programmes.

To review in this way the whole of the CBC's mandate, as it applies to news and public affairs programming,

would call for a quite different approach. In the judgment of the Board of the CBC what would be required would be a comprehensive review of the whole range of news and current affairs programming, its scale and its content. Such a review would, in the view of the CBC, be very difficult to carry out in the time available.

A third approach would be necessary should the Committee decide that the information and comments submitted to it required a full examination of all aspects of the manner in which the Corporation discharges its mandate. Such an examination, which could only be based upon a detailed analysis of the entire range of CBC national, regional and local programming in English and French seems to the CBC to be clearly impossible in the time available. Moreover it would tend to go over again much of the ground covered by the February 1974 network licence renewal hearings during which the CRTC extensively solicited public comment on CBC programming; and it would anticipate discussion which will properly be the subject of the next network licence hearings scheduled for 1979.

The most any examination could produce at this time, in the opinion of the CBC, would be a compendium of views of the Corporation's programming received from interested individuals and groups. Such a compilation of public perceptions might prove to be useful to the Corporation as a form of interim representation prior to the formal hearings in 1979. For in the final analysis the Corporation's programming is its witness, whatever the context in which judgments are made.

In order not to abrogate the responsibility of the Corporation to Parliament for the decisions it takes, any judgment the Committee might make would properly be referred to the Board of Directors of the CBC, to be taken into account by it in making the decisions it is called upon to make under the Broadcasting Act.

"Whichever course the CRTC Committee finally settles upon," said Johnson, "the Board of Directors of the CBC is fully confident that the inquiry will be conducted with the kind of thoroughness, objectivity, and professionalism which is called for under the difficult circumstances which confront the CRTC. For the future of the CBC, and of public broadcasting in Canada, is at stake".

March 15, 1977

Information: Peter Meggs, 731-3111, ext. 328
Audience & Public Relations, Head Office



NEWS RELEASE



FOR IMMEDIATE RELEASE

Ottawa -- The Canadian Broadcasting Corporation has recommended to the CRTC that it should find ways to ensure that at least 40 per cent of television programs available in the peak evening viewing period are Canadian produced.

The CBC President, A.W. Johnson, made the proposal today at the CRTC Hearing on Canadian Content. He said that presently only 23 per cent of programs available to Canadians between 7:00 p.m. and 11:00 p.m. were made in this country and that this should be increased over five years to a target of 40 per cent. To reach the 40 per cent target, Mr. Johnson suggested that the CBC and private networks should be required to add one half-hour per night of high-quality Canadian programming in the four-hour period phased in over five years. In addition, and as a major contribution to meet the objective, the CBC intends to apply again for a licence to operate a second non-commercial and highly Canadian television service, delivered by satellite to cable in the evening.

"If the objective is to make more Canadian programming available in prime time, the most effective vehicle is our proposal for a second television service," Mr. Johnson said.

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The renewed proposal for second television services in English and in French, a project now code-named Phoenix, takes up the invitation made by the Canadian Radio-television and Telecommunications Commission when it turned down the initial application for CBC-2/Télé-2 last May. At that time, the CRTC had expressed concern that the proposed second service might affect the CBC's regular services but invited a new application that would take its concerns into account.

In his statement to the CRTC today, the CBC President said that in order to ensure that there will be no adverse effect on its regular services, the Corporation would not go ahead with Project Phoenix unless new funding is provided for the second channels.

The CBC will be asking the Government to commit funds for the second services in the 1983-84 budget, Mr. Johnson said.

On the question of Canadian content for French-language television, where the situation is much less serious, the CBC recommended that the target for the system be established at the present level of about two-thirds Canadian content between 7:00 p.m. and 11:00 p.m.

Fundamental to the CBC proposal is a change in the CRTC's Canadian content regulations which would redefine prime time from the existing 6:00 p.m. to midnight requirement to 7:00 p.m. to 11:00 p.m. This change is needed, Mr. Johnson said, in order to concentrate Canadian programming during the hours when most people watch television.

The CBC also recommends that Canadian content be measured twice a year to eliminate the practice of scheduling high levels of foreign content in Fall and Winter, when audiences are large and concentrating Canadian programming in Summer, when audiences are smaller.

The CBC President also said that if the imbalance now favoring foreign content on the Canadian television system is to be redressed, regulations by themselves will not suffice. New sources of funding for Canadian programming will have to be developed within the framework of the overall strategy for broadcasting and culture which is being prepared by the Department of Communications.

Such a strategy could include exploration of the possibility of incentives or allowances for broadcasters to encourage the production and broadcast of Canadian programming, and consideration of ways of causing imported programs to contribute to the Canadian system by generating funds for the production of new and better Canadian programs.

December 1, 1981

Contact: Richard Chambers
Head, Information Centre
CBC Head Office

Tel: (613) 731-3111, extension 394



CAL
BC
- 126

NEWS RELEASE

FOR IMMEDIATE RELEASE

Ottawa -- Communications Minister Francis Fox and Pierre Juneau, President of the Canadian Broadcasting Corporation (CBC) today announced the formal inauguration of Project IRIS, the CBC's national teletext trial. Project IRIS will test sophisticated applications of teletext, the broadcast form of Telidon technology developed by the Department of Communications.

The Department of Communications also has provided technical assistance and support totalling more than \$6 million to the project for the purchase of page creation systems, teletext encoding equipment and approximately 500 terminals which will be installed in homes and public places in Montreal, Toronto and Calgary. With a teletext terminal attached to an ordinary television set, viewers can use a pushbutton keypad to select electronic pages of text and graphics from a teletext "magazine" of information which is inserted in the regular broadcast signal. The "magazine" can contain continually updated information and can be changed during the broadcast day to serve different audience needs.

Project IRIS will offer information in English and French and will provide users with approximately 250 pages of national, regional and local news, sports scores, weather reports, community events bulletins, program guides and pages designed for special-interest groups. The IRIS signal, because it is transmitted on CBC network telecasts, will also be available across the country so that anyone equipped with a Telidon decoder may receive CBC's teletext service during those periods.

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Mr. Juneau noted the many challenges in technology and content that have been met in the development of Project IRIS. "Operating in three major cities and in two languages, Project IRIS is one of the most complex and ambitious teletext projects in the world," Mr. Juneau said.

"The delivery of the teletext signal requires sophisticated co-ordination of satellite and local broadcasting systems," Mr. Juneau said. "To develop content that will reflect both national and local needs, we have had to explore an entirely new form of electronic journalism. This has been a period of great excitement for the staff of the CBC. Thanks to their enthusiasm, and the close co-operation of the Department of Communications and the private companies who have made this project possible, we have produced a service that will be both useful and entertaining." Mr. Juneau noted that teletext permitting closed-captioning will also improve television services for the hearing impaired and minority language groups.

A major goal of Project IRIS has been to develop an industrial capacity in Canada to supply the rapidly growing domestic and international markets, Mr. Fox said. "I am pleased to report that we have already been highly successful in this regard. Due to their experience with Project IRIS, Systemhouse, the Genesys Group and Norpak were successful in winning a major contract in Alaska last year. The Department of External Affairs is working in close co-operation with Canadian companies to establish new markets for teletext in the United States.

"Canadian companies now have a strong lead in the North American market, and Canada is currently the only country able to deliver the full range of equipment and services required under the teletext standards adopted by the North American broadcasting industry last year.

"I am confident that Project IRIS will demonstrate that this new medium can be both useful and entertaining to television viewers," Mr. Fox said. "This trial will pave the way for operational teletext services to be offered by the CBC and by private broadcasters and cable companies in the near future."

April 12, 1983

CONTACTS: Richard Chambers
Head, Information Centre
CBC Head Office

Tel: (613) 731-3111, local 394

Phillip Kinsman
Department of Communications

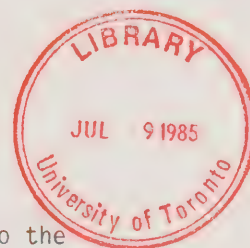
Tel: (613) 995-1323

ANNEE MONDIALE DES
COMMUNICATIONS
WORLD COMMUNICATIONS
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COMUNICACIONES





NEWS RELEASE

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OTTAWA -- The appointment of Madeleine Champagne to the position of Co-ordinator, Portrayal of Women in programming, was announced today by CBC Executive Vice-President, William T. Armstrong. The appointment becomes effective July 15.

Ms. Champagne replaces Louise Imbeault, who is now Director of Information for the Atlantic Region in Moncton. In her new duties at CBC's Head Office in Ottawa, Ms. Champagne will be responsible for co-ordinating and implementing CBC's policies on the portrayal of women in radio and television.

Ms. Champagne is a print and electronic media journalist and was the winner of the Judith Jasmin Award for outstanding journalism in 1980. She holds a bachelor of arts degree and a teaching certificate in plastic arts from the University of Quebec. Ms. Champagne has been a contributor to the magazines "Féminin pluriel" (1980-1981) and "La Vie en rose" (1981-1983), as well as the newspaper "Informatique Québec" (1983). She has also written scripts for radio and television.

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A public affairs correspondent on CBC radio and television since 1973, she hosted "Présent hors-Québec" from 1980 to 1982 and since 1983 has been a correspondent on "Présent national".

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July 4, 1985

Source: Richard Chambers
Assistant Director, Corporate Communications
CBC Head Office

Tel: (613) 738-6779





NEWS RELEASE

FOR IMMEDIATE RELEASE

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EC
- N26

OTTAWA -- Transport Minister Don Mazankowski announced today that the Canadian Broadcasting Corporation has accepted his invitation to act as Canada's Broadcast Coordinator for Expo 86 to be held May 2 to October 13, 1986 in Vancouver, British Columbia.

Mr. Mazankowski is the Minister responsible for the Canada Pavilion and Expo 86 on behalf of the Federal Government.

"I would like to thank the Canadian Broadcasting Corporation for accepting the mandate as the broadcasting agency of the host country," said Mr. Mazankowski. "The CBC's dedication in meeting this challenge and maintaining the image of excellence in broadcasting, which the CBC enjoys internationally, is well appreciated."

The President of the CBC, Pierre Juneau, said he was delighted to have the Corporation involved in such a challenging project and doing again its share in the internationally accepted tradition of service to foreign broadcasters.

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A special team, under the direction of CBC English Television Network's David Knapp, has been set up to provide live audio and video signals of major events at Expo 86 to domestic and foreign broadcasters. Additionally, this group will coordinate all coverage requirements of foreign broadcasters.

Mr. Knapp held similar responsibilities for coordinating radio and television broadcasting for the Papal Visit in Canada in 1984 and the Economic Summit in Ottawa in 1981.

Canada's Broadcast Coordinator's offices are located at the Expo 86 Media Centre, 2nd Floor, 770 Pacific Boulevard (West Building), Vancouver, B.C. Phone numbers (604) 668-2400 and 668-6500.

January 23, 1986

Contact: Bill Pascal
Expo 86 Secretariat
Department of Transport

Tel.: (613) 995-1986

Philippe Pâquet
Communications
CBC Head Office

Tel.: (613) 738-6776



NEWS RELEASE

Government
of Canada

FOR IMMEDIATE RELEASE

CAI

BC

- N26



OTTAWA -- The appointment of Diana Filer as Director of International Relations, effective June 1, 1986, was announced today by Thérèse P. Sévigny, Vice-President, Communications.

Mrs. Filer, who has been Director of CBC London since February 1, 1984, has held various positions with the CBC since joining the Corporation in 1961 as a Program Assistant in Radio Outside Broadcasts, Sports and Special Events, in Vancouver. During her 25-year career with the CBC, Mrs. Filer has been a researcher, a producer for both radio and television, Special Assistant to the Managing Director of Radio, Head of Radio Variety in Toronto from 1977 to 1981 and Executive Assistant to the Assistant General Manager at CBC Toronto from 1982 to 1984.

During her years as Head of Radio Variety Mrs. Filer was responsible for such programs as THE ROYAL CANADIAN AIR FARCE, THE ENTERTAINERS, ANYBODY HOME, VARIETY TONIGHT and ECLECTIC CIRCUS. In 1975 she developed and originated the science program, QUIRKS AND QUARKS, and has been Producer of THE GERUSSI SHOW and CONCERN. She also served as Current Affairs Producer of the local CBLT Toronto supper-hour show, 24 HOURS.

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Mrs. Filer was awarded the Commonwealth Relations Trust Bursary in 1972. She served as Jury Chairwoman in the Radio Documentary Section of the Prix Italia in Venice in 1973. From 1978 to 1981, while Head of Radio Variety, Mrs. Filer represented Canada as a jury member at the Prix Monaco in Monte Carlo which CBC won in 1979 and again in 1981. Mrs. Filer attended the National Defence College in Kingston, Ontario, for a year of study and travel in 1981.

Mrs. Filer succeeds Spencer Moore who retired from the CBC on December 31, 1985, after having served as Director of International Relations since 1977. Mr. Moore will act as consultant to the service. Until June 1, Ida Entwistle will be responsible for managing International Relations.

March 5, 1986

Contact: Richard Chambers
Assistant Director - Corporate Communications
CBC Head Office

Tel.: (613) 738-6779



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F2
- 143

NEWS RELEASE

FOR IMMEDIATE RELEASE

OTTAWA - The Canadian Broadcasting Corporation faces a difficult financial situation in 1986/87, CBC President Pierre Juneau announced today.

"Although the CBC received an increase in its Parliamentary appropriations and although the Corporation anticipates an increase in advertising revenue, this still leaves the CBC with a \$48 million shortfall in 1986/87," Mr. Juneau said.

This shortfall results from two types of circumstances: the immediate and delayed financial impacts of government cost-cutting measures such as reductions in 1986/87 salary budgets and the 1985/86 lay-off costs; and general economic factors such as inflation and the devalued Canadian dollar which increases the cost of goods and programming procured from outside Canada. As a measure of general government restraints, such additional costs of providing the present level of CBC services to the public are not fully compensated in the recently tabled Government Estimates.



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The CBC Board of Directors had expressed the hope on many occasions that overall CBC services could be maintained at their present level until the Caplan/Sauvageau task force makes public its report on broadcasting policy and conclusions are reached by the government on CBC's role. This view was also expressed by the Nielsen task force which concluded that the CBC's operational budget should not be further reduced until the government has had the opportunity to study the report of the Caplan/Sauvageau task force. Unfortunately, that objective is not possible in the present circumstances.

In planning for this year's financial situation, a number of options were identified -- reduced expenditures on basic maintenance of plant and equipment; major cuts in administrative and support services; reductions in programs and staff at the national and regional levels; increased commercial revenue; and cuts to operational units, including the closing of some stations.

In fact, all of these options have been considered. However, this year, as last year, the CBC has resisted the option of reducing the number of its radio and television stations and has elected to find the money elsewhere.

"The CBC has taken this position because it feels that the essential structure of the Corporation should not be altered while the present studies are proceeding," said Mr. Juneau. He reiterated the CBC's position concerning the importance of a public broadcasting service in the regions of the country. However, it is the view of the CBC Board of Directors that attempting to cope with additional shortfalls by further reductions in program quality and levels of service would be bad policy. If such circumstances become inevitable, the view of the Board is that it would be unavoidable to reduce the number of stations.

Last year staff and administrative overhead carried the brunt of the Corporation's \$85 million budget cut. This resulted in the elimination of 1,150 permanent positions -- 350 by lay-offs. Over half of these cuts were made in capital, administration and support services.

"This year the Corporation has not been able to avoid cuts in programming," Mr. Juneau said.

"Even the reductions in administrative and support expenditures will have an impact on programming and distribution services," he added.

Specifically, in fiscal 1986/87, the Corporation's reductions will include the elimination of approximately 350 positions, about 100 by lay-offs; 77 hours of Canadian production on the English television network, and 45 hours on the French television network. There will be a reduction of some 1,000 regional television hours including more than 500 hours of the daily Toronto program "CBLT Morning".

English network television programming areas -- drama, information, variety, sports and children's -- including such programs as "This Land", the Shaw and Stratford Festivals, and documentaries and music specials -- will be affected.

CBC's French television network programming will be similarly affected. For example, there will be fewer episodes of "Poivre et Sel", "La clé des champs", "L'agent fait le bonheur", and "Paul, Marie et les enfants".

With regard to CBC's English and French radio, there will be a reduction in international reporting from outside of Canada, less original programming, and more reliance on recorded music.

In dollar terms, the total impact on English and French radio and television network and regional program production will be \$28 million.

Reductions in administrative services such as Legal, Finance, Planning, Human Resources and Communications, as well as a reduced level of activities in the Corporation's basic maintenance and repair schedules, program promotion activities, staff training programs, audience research and travel will amount to \$20 million.

Looking ahead to 1987/88, Mr. Juneau said that the Corporation is already aware of government expenditure reduction plans which will further affect CBC's financial situation.

Affirming the Corporation's improved resource management and its understanding of the government's expenditure reduction program, Mr. Juneau said: "The CBC is now more convinced than ever of the need to find a solution for its long-term resourcing problem." He indicated that discussions with government officials to develop a new long-term resource accountability framework within the government's restraint guidelines have already begun.

"We recognize that this is a difficult situation for all of us," said Mr. Juneau. "I can assure our audiences, our staff, the artistic community, the performing and writing unions, and other members of the creative community -- all of whom will feel the effects, that we have done our best to carry out a painful task in as fair and rational way as is possible."

- 30 -

April 3, 1986

Contact: Richard Chambers
Acting Director - Corporate Communications
CBC Head Office

Tel.: (613) 738-6779



NEWS RELEASE

FOR IMMEDIATE RELEASE

CP1
- BC
- N26

OTTAWA -- The April 14 issue of Maclean's contains a story "Cutbacks and questions at the CBC" that raises certain doubts about the necessity for budget cuts announced last week by CBC President Pierre Juneau.



The Maclean's article states that senior Treasury Board and Department of Communications officials contend that CBC's "deficit" for 1986/87 is less than \$10 million. Treasury Board and the Department of Communications were notified by the CBC two weeks ago of the Corporation's \$48 million shortfall.

Although the CBC has no reason to question the reporter's sources, comments attributed to both Treasury Board and Department of Communications officials have not been communicated to the CBC.

The Corporation reaffirms its budget shortfall of \$48 million for fiscal 1986/87. The Corporation needed, and made this known as early as last fall, approximately \$70 million more in its budget if it were to maintain its present level of programming and services. In March of this year the Government granted the CBC an increase of \$22 million -- leaving the Corporation with a negative impact of \$48 million.

1986/87 Resource Shortfall

	Prior to Government Assistance	After Government Assistance
Salary Budget Reduction	\$11,118 ⁽¹⁾	\$ 5,559 ⁽²⁾
Repayment of advance re: 1985/86 lay-off costs	10,500	3,500 ⁽³⁾
Minor adjustments	2,011	2,011
Inflation	31,086	22,586
Salary Scale Increases	4,250	4,250
Meeting commitments to Independent Producers (Telefilm)	8,000	8,000
Critical Maintenance Requirement	2,500	2,500
	<hr/> \$69,465	<hr/> \$48,406

(1) 2 per cent cut by Treasury Board to salary base applied to all Government departments and agencies.

(2) Reduced to 1 per cent by Treasury Board for 1986/87.

(3) To be paid each year by CBC for the next three years.

The difference of \$21 million, plus other adjustments, accounts for the \$22.7 million increase in this year's CBC Parliamentary Appropriations.

The article stated that in 1985/86 the CBC earned \$33 million more in advertising revenue than the amount printed in the Main Estimates. In fact the largest increase in revenue occurred during 1984/85, where the actual revenue was \$228,463 million -- an increase of \$36 million over the actual revenue of 1983/84. The year-end figure for 1985/86 will not be known for several weeks. However, the CBC expects an increase of only \$8 million over the 1984/85 actual revenue. For 1986/87 the CBC envisages only marginal increases in its revenues due to increased competition in several Canadian markets.

It is true, as the Maclean's article points out, that the CBC was allowed to keep additional revenue earned. However, this income was planned for and the money was used primarily to pursue a government policy which calls for the CBC to actively participate in co-productions with private Canadian television producers as well as Telefilm projects -- participation which the Corporation otherwise would not have been able to afford.

The CBC received encouragement, from both the present and the previous Minister of Communications, to vigorously pursue a policy of co-production with the private sector in order to realize the government's policy of increasing Canadian content. This outside production was to be done as an addition to internal production, rather than as a replacement for it.

The article quoted an Ottawa "communications insider" who claimed that the CBC overspent its budget. The fact is that at no time in CBC's history has the Corporation ever exceeded the budget provided to it by the Parliament of Canada. It is precisely to avoid such over-spending that the CBC remains committed to using professional financial management practices and follows accepted accounting procedures monitored by the Auditor General of Canada.

April 8, 1986

Contact: Richard Chambers
Director, Public Relations
CBC Head Office

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NEWS RELEASE

Government
Publications

CH1
BC
- N26

FOR IMMEDIATE RELEASE



OTTAWA -- The Canadian Broadcasting Corporation has been authorized to market its broadcast engineering expertise abroad in cooperation with the private sector. The decision by the Government of Canada was announced by Communications Minister Marcel Masse.

"I am delighted with this decision," said Guy Gougeon, CBC's Vice-President, Engineering. "In the near future we shall be approaching potential partners with a view to developing relationships that will successfully take advantage of new opportunities in foreign markets."

In carrying out projects abroad, the Corporation's involvement will be devoted to the provision of broadcast-engineering aspects, while the private sector will supply the equipment and services needed to carry them out.

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During the CBC's fifty years, it has played a pioneering role in the use of new broadcasting technologies in Canada, and has gained a position of respect among the world's broadcasting organizations. The fact that the CBC operates in both official languages allows it the opportunity to market its expertise in English and French speaking countries.

April 15, 1986

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Acting Director, Corporate Communications
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or

Charles Kirkman
Public Relations Officer
EHQ - Montreal

Tel.: (514) 485-5490



NEWS RELEASE

41
82
- 1126

FOR IMMEDIATE RELEASE

OTTAWA -- In order to meet its 1986-87 budget shortfall, the Canadian Broadcasting Corporation announced today that it will abolish 287 permanent and 20 contract positions.

CBC President Pierre Juneau announced on April 3, in a nation-wide closed circuit news conference that the Corporation would have to find \$48 million through program cuts and staff reductions. "This is a difficult situation for all of us", Mr. Juneau said at that time.

In addition to the above 307 positions, CBC's French television network has already achieved a reduction of 60 positions through early retirement offered to eligible employees over the past year.

Of the 307 positions, 121 are occupied by employees who have agreed to take early retirement, and 60 are vacant and will not be filled. The remaining 126 positions that are currently occupied have been declared redundant.

...2

"In the next two weeks, we will be meeting with Union representatives to try and redeploy employees who currently fill redundant positions and only after such discussions will notices to specific personnel be given out", said CBC's Vice-President of Human Resources, Anthony S. Manera. "In such a case, the notices would go out at the end of May, to take effect on June 27, 1986."

All employees who are affected will be advised of their status. Non-union members such as producers and managers will receive their notifications today, to take effect on June 27, 1986.

May 15, 1986

Contact: Guy Thériault
Assistant Director
Public Relations, Communications
CBC Head Office

Tel.: (613) 738-6776



NEWS RELEASE

FOR IMMEDIATE RELEASE

041
80
- 1126

OTTAWA -- The Canadian Broadcasting Corporation clarified today misunderstandings contained in published reports about so-called "interference" and "intrusion" by the Prime Minister's Office in CBC's broadcasts on Monday, June 16 of the Prime Minister's and the Opposition's statements to the nation on the subject of Canada's trade initiatives.

The CBC states that there was neither interference nor intrusion by the Prime Minister's Office in the Corporation's own decision-making process.

According to the law and CBC's Corporate Policy on "Prime Ministerial Broadcasts", a policy which has been in existence since 1978, the Prime Minister is entitled occasional access to air time to raise issues of "exceptional national importance in order to inform the public or seek its cooperation".

The policy permits the Prime Minister to name the time his statements should be broadcast.



...2

The Corporation's recent broadcasts of the Prime Minister's and Opposition's statements conformed exactly to the law and CBC's long-established Corporate policy.

Following a June 13 request from the Prime Minister's Office for air time, discussions took place between CBC Head Office and the Prime Minister's Office that resulted in agreement that the statements would be broadcast on a standard delay time release for radio and television.

Questions have since arisen about the proper time scheduling on radio for statements broadcast under the Corporation's "Prime Ministerial Broadcasts" policy -- whether to broadcast to the nation on a live basis or standard delay time release.

The CBC will review with all the parties the best scheduling procedures for such broadcasts on radio.

June 20, 1986

Contact: Richard Chambers
Director, Public Relations
CBC Head Office

Tel.: (613) 738-6779



NEWS RELEASE

FOR IMMEDIATE RELEASE

CH
80
- N 66

OTTAWA -- The appointment of Michael McEwen as Vice-President, English Radio, effective August 1, was announced today by CBC President, Pierre Juneau.

Mr. McEwen, who is currently Director of Program Operations for English Radio, succeeds Margaret Lyons who becomes Director, CBC London.

Born in Winnipeg, and raised in Calgary, Mr. McEwen attended the University of Calgary, where he received his Bachelor's Degree in Political Science. Following two years of graduate study in Canadian politics, he spent two years on air in private broadcasting, then joined the CBC in Calgary as a radio current affairs producer in 1970.

In 1971, Mr. McEwen moved to Ottawa where he produced CBO MORNING, after which he became an executive producer of local programs in the Ottawa area. In early 1973, he moved to Toronto to work as a producer in Radio Current Affairs on such programs as AS IT HAPPENS, FIVE NIGHTS, and News and Current Affairs specials. In the fall of 1974, he became the Executive Producer of Radio Syndication (a service in support of local information programs), and in 1976, was named Area Executive Producer of Radio Current Affairs. He subsequently became Deputy Head of Radio Current Affairs, and was later appointed Director of Radio in Winnipeg in 1979.

During his career, Mr. McEwen has taken on a number of special projects. Some of the assignments with which he has been involved include representing Radio on various building consolidation projects, including the recently completed Regina consolidation, the on-going Toronto Broadcast Centre, and other consolidation proposals from across the country. He also helped develop procedures and policies concerning CBC's role under the new Canada Elections Act, which involved training of journalistic staff at every location in the country.

Mr. McEwen has been a member of the European Broadcasting Union Program Council and is responsible for Radio's interests and activities in international forums. He has lectured and consulted on the development of local radio in Sweden and has participated in evaluation and discussion of local radio in the U.K.

He participated in the Radio Development Project as Chairman of the Committee on Administration and Operations, and currently represents Radio on major Corporate committees, including the Human Resources Consultative Committee and the Technology Strategy Committee.

- 3 -

Michael McEwen, 41, is married to Luci Zwolak. They have two young children, Kathryn Lindsay and Julia Michelle.

- 30 -

June 27, 1986

Contact: Richard Chambers
Director, Public Relations
CBC Head Office

Tel.: (613) 738-6779



NEWS RELEASE

FOR IMMEDIATE RELEASE

OTTAWA -- The appointment of Margaret Lyons as Director, CBC London, effective September 1, was announced today by Executive Vice-President, William T. Armstrong.

Mrs. Lyons, who has been Vice-President, English Radio, since April 1, 1983 joined the CBC in 1960 as a radio public affairs producer in Toronto. Apart from occasional work in television, including a stint as program organizer for Viewpoint, assignments on various election specials and coordinator for the National Film Board's television series, she has made her career in radio. As an assistant to the National Program Director of Radio, she was involved in drafting the network's AM schedule. In 1971, she became Acting Head of Current Affairs and headed that department in 1973. During that period, she supervised the development of the widely-acclaimed current affairs programs, As It Happens and Quirks and Quarks.

In 1975, she was named Program Director for CBC Radio and commissioned Sunday Morning. She also brought to this post a new initiative in the programming areas of light entertainment and drama.

...2

Born in Mission City, British Columbia, Mrs. Lyons and her family moved to Winnipeg, Manitoba in 1942 because of the enforced evacuation of Japanese Canadians from the West Coast during the Second World War. Later, she moved to Hamilton, Ontario and graduated from McMaster University with a degree in Economics.

Following graduation, Mrs. Lyons went to England and worked for the BBC for eight years. Starting as a dictation typist, she moved to the foreign newsroom and the Japanese language department and quickly became a producer in the English language section for BBC broadcasts to Asia.

Mrs. Lyons succeeds Diana Filer who was recently appointed Director, International Relations.

June 27, 1986

Contact: Richard Chambers
Director, Public Relations
CBC Head Office

Tel.: (613) 738-6779



CAI
BC
- N26

NEWS RELEASE

FOR IMMEDIATE RELEASE

OTTAWA -- Pierre Juneau, President of the Canadian Broadcasting Corporation, announced today the appointment of Franklin Delaney, to the position of Vice-President of French Television, effective August 1, 1986. He succeeds Pierre DesRoches, whose services have been lent to the Government of Canada in preparation for the second Francophone Summit, which will be held in Canada in 1987.

Since April 1, 1983, Mr. Delaney occupied the position of CBC Senior Vice-President, after serving as Senior Advisor to the President since August 1982.

Born in the Magdalen Islands in 1940, Mr. Delaney completed a Bachelor of Arts degree at Bathurst College in New Brunswick and, later, a law degree at the University of Ottawa. He was admitted to the Quebec Bar in 1968.

Following his university studies, Mr. Delaney worked in the federal public service until 1971. He was then Secretary to the Canadian Radio-Television Commission (CRTC) and responsible for the administration of Canada's broadcasting policies.

...2

Mr. Delaney left the public service to found his own company, which acquired several radio stations in Quebec. During these 11 years, he was also active in the area of television.

In 1982, Mr. Delaney served as a consultant for the Department of Communications to assist in developing a broadcasting strategy for Canada.

Mr. Delaney is a member of the Bar of Quebec and the Canadian Bar.

July 15, 1986

Contact: Richard Chambers
Director, Public Relations
CBC Head Office

Tel.: (613) 738-6779



CAI
BC
- N26

NEWS RELEASE

FOR IMMEDIATE RELEASE

OTTAWA -- Pierre Juneau, President of the Canadian Broadcasting Corporation, announced today that the CBC has agreed to lend to the Government of Canada the services of Pierre DesRoches, Vice-President of French Television.

Mr. DesRoches has been appointed by Monique Landry, Minister of State for External Relations, and Flora MacDonald, Minister of Communications, to the position of Network Head, Cultural and Communications Industries, on the Follow-Up Committee set up by the Heads of State and Government of the French-speaking countries at the first Francophone Summit held in Paris last February.

Mr. DesRoches, who will assume these responsibilities in the summer, will devote most of his time over the next 18 months or so preparing for the second Francophone Summit, which will be held in Canada in 1987.

Mr. DesRoches will remain on staff at the CBC and continue to perform various major functions for the Corporation, in particular representing the CBC on the TV 5 network in Europe.

- 30 -

July 15, 1986

Contact: Richard Chambers
Director, Public Relations
CBC Head Office

Tel.: (613) 738-6779

Canadian
Broadcasting
Corporation

Société
Radio-
Canada



NEWS RELEASE

CHI
RC
- H26

FOR IMMEDIATE RELEASE

OTTAWA -- H. Marcel Caron, O.C., F.C.A., a prominent Canadian accountant and past President of the Canadian Institute of Chartered Accountants, has been retained by the CBC to chair a Task Force which will examine problems in the Corporation's financial management systems and recommend appropriate solutions. This was announced today by the President of the Corporation, Pierre Juneau.

Mr. Caron will be assisted by four other prominent accountants: Bob Rennie, Montreal, Partner, Touche Ross and Company; Raymond H. Healey, Toronto, Partner, Thorne Ernst and Whinney; S.J. (Jim) Gaston, Toronto, Partner, Price Waterhouse; and Denis Desautels, Quebec City, Partner, Caron Bélanger/Clarkson Gordon.

The Task Force will work closely with the CBC Vice-President of Finance, the Internal Auditor, the MIS Director and senior Television and Radio managers. It is expected to complete its task in six to eight weeks.

...2





In the course of 1985-86, the Corporation experienced difficulties with the design and introduction of its new computerized National Financial System. The President and the Audit Committee of the Corporation have decided after consultation with the Auditor General that this action is required to examine the system, propose any remedial action that may be necessary and accelerate the full implementation of a satisfactory system.

The National Financial System was designed to standardize accounting practices throughout the Corporation and to provide managers with the financial information necessary for decision-making and accountability. The need for such a system was identified by CBC management and in the Comprehensive Audit of the Corporation completed by the Auditor General in May, 1984.

August 28, 1986

Contact: Richard Chambers
Director, Public Relations
CBC Head Office

Tel.: (613) 738-6779



H. MARCEL CARON, O.C., F.C.A.

PRESENT

OCCUPATION:

Member of various Boards of Directors
Member of the Board of Special Advisors to the Auditor
General of Canada
Trustee of Notre-Dame Church of Montreal and of the Pension
Fund of the employees of BG Checo Ltd.
Treasurer of the Jules and Paul-Emile Léger Foundation

PROFESSIONAL

CAREER:

Executive partner with Clarkson Gordon Chartered Accountants
from 1969 to 1984
Partner with Woods Gordon Management Consultants from 1958 to
1984
Senior partner with Caron Bélanger Dallaire Gagnon & Associés
from 1975 to 1984
Partner with Caron Bélanger Woods Gordon Management
Consultants from 1976 to 1984
Partner with Clarkson Gordon Chartered Accountants from 1949
to 1984
Accountant at Clarkson Gordon Chartered Accountants from 1943
to 1949
Accountant at City of Montreal Finance Department from 1939
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EDUCATION:

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Montreal (HEC) (1943 and 1944)
Chartered Accountant - Quebec 1945 and Ontario 1966
Fellow Chartered Accountant - Ontario 1982 and Quebec 1983

EXPERIENCE:

Past President of the Board of Examiners of the Canadian
Institute of Chartered Accountants - 1953
Past President of the Magazine Commerce - 1961-1968
Past President of the Montreal Chamber of Commerce - 1963
Past President of the Order of Chartered Accountants of
Quebec - 1964
Past President of the Canadian Tax Foundation - 1966
Past Chairperson of the Canada Committee - 1968-1969
Past President of the Opéra du Québec - 1970-1971

Past Chairperson of the Advisory Committee to the Quebec
Department of Revenue - 1977-1978

Past President of the Canadian Institute of Chartered
Accountants - 1980

Past President of the Corporation de l'École des Hautes
Etudes Commerciales de Montréal, affiliated with the
University of Montreal - 1972-1981

He was appointed Commander of the Order of Saint-Lazare de
Jérusalem in 1970.

He was granted an honorary degree from the University of
Montreal and appointed Officer of the Order of Canada in
1980.

August 1986

ROBERT M. RENNIE

Robert M. Rennie is Chairman of the Board of Touche Ross International and a partner since 1957.

A founding member of the Canadian Comprehensive Auditing Foundation and currently a member of its Board of Directors, Mr. Rennie is also on the Panel of Senior Advisors to the Auditor General of Canada. Recently, he was appointed to an eight-man commission, established by the Canadian Institute of Chartered Accountants, to study the public's expectations of audits. Mr. Rennie is one of only two practicing accountants to be appointed to this prestigious group. He was also the first Canadian to be appointed to a task force of the Financial Accounting Standards Board in the United States.

Born and educated in Montreal, Mr. Rennie received his Bachelor of Commerce degree from McGill University in 1948. He obtained his C.A. designation in 1951, and is a Fellow of the Institute of Chartered Accountants.

RAYMOND H. HEALEY

Raymond H. Healey is National Director of Computer Audit at Thorne Ernst & Whinney, Toronto. He has been a partner of that firm since 1973.

Mr. Healey is responsible for the development and implementation of plans, policies and standards governing the audit of computer based systems and for directing computer audit related services. His numerous assignments include control evaluations for major government departments and special reporting to government and audit committees on control and security matters. He has been a special advisor on computer control and audit to the Auditor General of Canada.

Mr. Healey is a graduate of Queen's University in engineering. He received his C.A. designation in Ontario. He has written extensively on various aspects of auditing and is an active member of CICA.

S.J. (JIM) GASTON

S.J. (Jim) Gaston is a partner in Price Waterhouse Canada. He has been Director of Audit Research and Methods since 1977 and in 1980 was given the additional responsibility for establishing an EDP audit specialist group across Canada to perform computer centre reviews and audit major application systems. He was appointed Chairman of the World Firm Audit Methods Group in 1982 and partner of the specialized audit services group in 1985.

Mr. Gaston has had overall audit responsibilities for many large Canadian corporations. He has acted as special advisor to the Auditor General of Canada on a number of issues including audit practices support software and methods and procedures for conducting value for money audits and for carrying out comprehensive audits of information resources management.

Mr. Gaston qualified as a chartered accountant in 1967 and in 1985 was awarded a fellowship degree by the Ontario Institute of Chartered Accountants for outstanding and distinguished services to the profession.

DENIS DESAUTELS, F.C.A.

Denis Desautels, a partner in Caron Bélanger/Clarkson Gordon and director of the Quebec City office, has occupied positions in accounting and government auditing for over 10 years. He has conducted several in-depth studies of the financial management systems used by various federal and provincial departments and public agencies.

Among other positions, he served as advisor to the Auditor General of Canada from 1976 to 1978; in 1981, he was charged with overseeing a study of the internal auditing services of Agriculture Canada. Since 1982, he has been an advisor to the Auditor General of Quebec in matters regarding public accounts auditing and computer auditing methodology and has assumed various comprehensive audit mandates.

Mr. Desautels graduated from McGill University with a Bachelor of Commerce degree in 1964. He became a member of the Quebec Institute of Chartered Accountants in 1966 and of the Ontario Institute of Chartered Accountants in 1973. In 1985, he was appointed Fellow of the Quebec Institute of Chartered Accountants.

August 1986



NEWS RELEASE

CA1
733
- 1726

FOR IMMEDIATE RELEASE

OTTAWA -- Pierre Juneau, President of the Canadian Broadcasting Corporation, delivered the keynote address at the first plenary session of the 17th Annual Conference of the International Institute of Communications in Edinburgh, Scotland, September 11, 1986.

Mr. Juneau, Chairman for the session "Television Tomorrow", stressed the contribution that public broadcasting makes to democratic societies. He emphasized the importance of maintaining an independent journalistic service as a fundamental component of public broadcasting activities.

Joining Mr. Juneau at this session were: Claude Contamine, Chairman, Télédiffusion de France, and former president of FR3; Alan Peacock, Chairman of the Committee on the Financing of the BBC, and Giles Shaw, M.P., Minister of State, Home Office, U.K.

Each year the International Institute of Communications sponsors a major international conference to discuss key issues such as policy, technology, finance and research that affect the communications environment. The conference is not a commercial event but a unique gathering of policymakers, industrialists, broadcasters and academics from over 30 countries that is supported by some of the largest and most successful companies throughout the world.

...2

Among the chairmen and speakers at the conference are: Justin Dukes, Managing Director, Channel Four, U.K.; Jean-Claude Delorme, President and CEO, Teleglobe Canada; John Meisel, former Chairman, CRTC, Canada; Bernard Ostry, Chairman and CEO, TVOntario, Canada; Peter Pearson, Executive Director, Telefilm Canada; Lord Briggs, Provost, Worcester College, Oxford; Andrea Caruso, Director General, Eutelsat; John Eger, Senior Vice-President, CBS Broadcast Group Worldwide Enterprises; Bruce Pattullo, Treasurer and General Manager, Bank of Scotland; Anthony Smith, Director, British Film Institute, and Lord Thomson of Monifieth, Chairman, IBA.

September 11, 1986

Contact: Richard Chambers
Director, Public Relations
CBC Head Office

Tel.: (613) 738-6779



FOR IMMEDIATE RELEASE

CAI
BC
- N26

OTTAWA -- CBC radio transmitters will be accessible to community groups to provide English or French local program services in isolated communities of southern Canada, the Canadian Broadcasting Corporation announced today.

At a recent meeting in Québec City, the CBC Board of Directors approved an extension of the existing policy regarding access to CBC transmitters in remote or isolated northern communities.

In recent years, groups in southern Canada have been organizing local radio societies, some with the intention of acquiring licences, others looking to established broadcasters for access to existing distribution facilities.

The expanded policy permits access to CBC radio transmitters in southern Canada to broadcast programs of local interest produced by community-based groups, in English or French, in areas where the Corporation is unable to provide equivalent service and where no other relevant local media exist.

A project using CBC's English transmitter serving Sioux Lookout, Ontario is now in operation. Arrangements are being completed with an interested group in Penetanguishene for access to the French radio rebroadcaster serving this area of Ontario. These operations will help determine how other potential applicants can benefit from this policy.

- 30 -

September 26, 1986

Contact: Guy Thériault
Assistant Director
Public Relations

Tel.: (613) 738-6776



CAI
BC
-N26

Government
Publication

FOR IMMEDIATE RELEASE

OTTAWA -- The CBC will be appearing before the CRTC in Hull, Quebec, starting on October 15, 1986, in support of its applications for renewal of its English and French television network licenses.

The Corporation will broadcast these hearings using its national satellite channels.

In order to avoid any scheduling conflict on the national satellite channels with the proceedings of the House of Commons, the CBC will tape-delay and broadcast each day's hearings only after the replay of Question Period has been completed.

With the cooperation of the Canadian Cable Television Association and its member companies, viewers will be able to see these special broadcasts on their local cable system on channels normally carrying the proceedings of the House of Commons.

- 30 -

October 10, 1986

Contact: Richard Chambers
Director, Public Relations
CBC Head Office

Tel.: (613) 738-6779





FOR IMMEDIATE RELEASE

CAI
MC
- NAB

OTTAWA -- The appointment of Anthony S. Manera to the position of Senior Vice-President of the Canadian Broadcasting Corporation was announced today by the President, Pierre Juneau. The appointment is effective immediately.

Reporting to the President, Mr. Manera assumes responsibility for various staff functions, including Finance, Human Resources, Law, Engineering, Management Information Systems and Supply and Services.

Prior to this appointment, Mr. Manera served as CBC Vice-President, Human Resources since March 1, 1985.

A native of Italy, Mr. Manera was born in May 1940 and immigrated to Canada in 1951, when his family took up residence in Montreal. He holds a B.Sc. in electronics engineering from Northrop Institute of Technology and an M.Sc. in electrical engineering from the University of Southern California, and is the author of a textbook on solid state electronic circuits.



From 1965 to 1977, Mr. Manera occupied various positions in the Ontario College system, including Dean of Technology at Confederation College and President of Niagara College. In 1978, he accepted an appointment as President of Vancouver Community College, where he remained until joining the CBC.

Mr. Manera's experience covers the full spectrum of activities involved in managing large-scale organizations in the public sector, including budget administration, the introduction, evaluation and completion of programs, the supervision of major building projects and the negotiation of labour agreements.

Mr. Manera is a member of the Association of Professional Engineers of Ontario and has been active in numerous community activities, including the Red Cross Society, Rotary and national educational associations.

November 27, 1986

Contact: Richard Chambers
Director of Public Relations
CBC Head Office

Tel.: (613) 738-6779



FOR IMMEDIATE RELEASE

CH
RC
-1126

OTTAWA — A three-phase action plan to establish an effective National Finance System was recommended to the Canadian Broadcasting Corporation in the report of a special task force chaired by H. Marcel Caron, O.C., F.C.A., it was announced today by CBC President Pierre Juneau.



In the course of 1985-86, the Corporation experienced difficulties with the design and introduction of its new computerized National Finance System. The President, after discussion with the Audit Committee of the Corporation, and after consultation with the Auditor General, decided in August 1986 to appoint a task force of prominent Canadian accountants to examine the system, propose appropriate remedial action and accelerate the full implementation of a satisfactory system.

"I am pleased that the Task Force has proposed action plans which should enable the CBC to recover from its present problems and achieve the improvements in financial management and controls to which the Corporation's Board of Directors and Senior Management are committed," Mr. Juneau said.

Phase I, already begun, will stabilize the existing system in order to achieve an acceptable audit opinion on the CBC's financial statements for the year ending March 31, 1987.

This will be accomplished by:

- . producing an adjusted balance sheet as at April 1, 1986 and ensuring the balances therein are properly supported and documented;
- . ensuring that suspense and clearing accounts are reduced to and maintained at acceptable levels and that they are amenable to audit;
- . taking all reasonable steps to bring the bank reconciliations under control and amenable to audit;
- . coordinating audit plans and requirements with the Auditor General concerning his work on the opening balance sheet as at April 1, 1986, the adequacy of the books of account and internal controls and the fiscal 1987 financial audit.

Phase II, the medium term, will focus on improvements to the efficiency and effectiveness of finance and data processing operations staff in the operation of the system, largely within the constraints of the present design. These improvements are to be implemented by mid-1987 to ensure a more effective NFS for most of fiscal 1988.

Phase III, long-term modifications, is intended to establish a complete National Finance System as originally planned. During this final phase, which could start in early 1987 and extend into 1989, the design of the system is to be amended to serve the information needs of all user groups: the Corporation's Board of Directors, senior management, finance, regional management, area heads, producers and unit managers.

The Task Force recommends that the modified system should reflect and be responsive to the business requirements of the CBC, providing reliable financial information on its numerous custom production and distribution units, organized into geographical divisions and programming activities (for example, Radio, TV Drama and TV Sports), by network, by region and by station.

In preparing his report, Mr. Caron was assisted by four senior Canadian accountants: Robert M. Rennie, Montreal, Partner, Touche Ross and Company; Raymond H. Healey, Toronto, Partner, Thorne Ernst and Whinney; S.J. (Jim) Gaston, Toronto, Partner, Price Waterhouse; and Denis Desautels, Quebec City, Partner, Caron/Bélanger/ Clarkson Gordon.

During the study of the NFS, this group worked closely with the CBC Vice-President of Finance, the Internal Auditor (Vice-President), the Executive Director of MIS and senior Television and Radio managers.

November 26, 1986

Contact: Richard Chambers
Director, Public Relations
CBC Head Office

Tel.: (613) 738-6779

H. MARCEL CARON, O.C., F.C.A.

PRESENT

OCCUPATION: Member of various Boards of Directors
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Trustee of Notre-Dame Church of Montreal and of the Pension
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Born and educated in Montreal, Mr. Rennie received his Bachelor of Commerce degree from McGill University in 1948. He obtained his C.A. designation in 1951, and is a Fellow of the Institute of Chartered Accountants.



CAI

BC

11:26

FOR IMMEDIATE RELEASE

OTTAWA -- The Canadian Broadcasting Corporation will accept messages on a paid or unpaid basis from public health organizations to inform and educate the public about the dangers and control of AIDS.

The CBC's policy on controversial advertising states that advertising messages scheduled on CBC stations "may not constitute or contain statements or opinions of a controversial nature, or attempt to persuade the audience to adopt a particular attitude or course of action on a subject that is controversial".

However, in view of the seriousness of AIDS, the CBC Board of Directors decided earlier this week that the Corporation would accept messages that are responsible, in good taste and factually balanced.

Great care will be taken to broadcast only messages that respect audience sensitivities and ethical concerns and at the same time increase awareness of AIDS prevention.

Public health officials have identified self-restraint and the use of condoms as effective ways of avoiding or preventing the transmission of AIDS.

Some people will no doubt argue strongly for the advertising of condoms, on the assumption that current mores preclude the possibility of abstention from sexual activity. Others will agree that abstention should be counselled, on ethical grounds, and that condoms should not be advertised.

It would appear that not everyone will heed the call for abstention and that condoms cannot guarantee complete security against AIDS infection.

To maintain balance in the presentation of information, the CBC will ensure that any messages that suggest or promote the use of condoms will give positive treatment to both of these possible solutions, and that they do not condone casual or illicit sex.

Any advertising that suggests or recommends the use of condoms as a means of disease prevention requires approval under the Food and Drugs Act prior to review under the Corporation's policies on Controversial Advertising and Standards of Taste.

February 19, 1987

Contact: Richard Chambers
Director, Public Relations
CBC Head Office

Tel: (613) 738-6779



FOR IMMEDIATE RELEASE

CAI
BC
- N26

OTTAWA -- The Canadian Broadcasting Corporation's action plan to deal with an anticipated \$50 million shortfall in its 1987-88 budget is designed to ensure that current programming services are maintained to the greatest extent possible by redirecting resources from staff support services and media management to programming, CBC President Pierre Juneau announced today.

This course of action will enable the Corporation to avoid station closures, major dislocations of regional programming, termination of particular services and radical reduction of network and regional programs.

However, the fact remains, Mr. Juneau pointed out, that for the 1987-88 season, CBC radio and television program schedules will be somewhat diluted, with more repeats and fewer program specials.

"With a growing consensus that there is a real need for more and better prime-time Canadian programs, and at a time when Canadians demand more from their national broadcasting service, it is unfortunate that the CBC cannot provide the expected response," said Mr. Juneau.

Today's announcement follows a two-day meeting of the CBC's Board of Directors held to pursue the examination of on-going major financial restraint measures. It was decided that every effort would be made to further reduce administration, management and other support services at the Corporation's Head Office in Ottawa, Engineering Headquarters in Montreal, the network centres in Toronto and Montreal, and at all regional centers.

Specifically, changes in staff support services and media management will be based on the following policy initiatives:

- 1) Consideration will be given to the consolidation of regional human resources, finance, engineering, administration and support services at various strategic locations across Canada.
- 2) CBC Engineering will reduce research and development operations.
- 3) Staff training will only be provided on a restricted basis.

The Board has also taken great care to ensure that where there is very little flexibility in existing activities - such as in all radio services at the national, regional and local levels, and in French services to Canadians outside Ottawa and the Province of Quebec - reductions will be limited as much as possible, although 1986-87 service levels may still be compromised.

Cuts in network television will be unavoidable with this approach, but the Board has stressed that the Corporation will maintain a careful balance between national and regional television services. The current contribution of regional radio to English network radio programming estimated at 60 per cent will also be maintained.

The \$50 million shortfall which must be managed this year by the Corporation comprises the following major elements:

- Two per cent across-the-board reductions in its salary appropriations.
- The absence of additional funds to cover inflation and higher prices for goods and services from within and outside Canada.

- The cost of workforce reduction; for example, early retirement programs, layoff and separation costs.
- The absence of additional funds for personnel-related expenditures such as salary progression and merit increases.

The restraint program is expected to continue for the foreseeable future. To date, 1500 positions have been eliminated from the Corporation, including 425 by layoff.

In their action plan, the Directors have respected the essential structure and national and regional mandates of the CBC in order not to pre-empt any policy decisions which might arise from up-coming discussions on the Report of the Task Force on Broadcasting Policy.

Mr. Juneau reiterated the CBC's position concerning the importance of a national public broadcasting service in Canada and said he was encouraged by recent government initiatives to strengthen the Canadian broadcasting industry. The President also said he was pleased by the Minister of Communication's recognition before the Standing Committee on Communications and Culture that the CBC "must fulfill our primary broadcasting requirements" and is "a central instrument to ensure quality Canadian programming..."

"The CBC hopes to benefit during this difficult time from an exchange of information with staff, unions, government officials and the CRTC before any decisions are made which would irrevocably change the nature of Canada's national broadcasting service," Mr. Juneau said.

Detailed budgets for all CBC departments and activities in 1987-88 are now in the process of being finalized. Specific information about how this year's shortfall will be applied in each location, program service and department will be available in March.

February 18, 1987

Contact: Richard Chambers
Director, Public Relations
CBC - Ottawa

Tel: (613) 738-6779



11/1
-11/20
FOR IMMEDIATE RELEASE

CBC TO MORE THAN DOUBLE REGIONAL DRAMA PRODUCTION

OTTAWA -- A special \$1.8 million allocation will be set aside for the production of half-hour dramas, pilots, programs and series by independent producers across the country, it was announced today by William T. Armstrong, Executive Vice-President of the CBC. This will enable the Corporation to more than double its regional drama production for English Television over the next two years.

The special allocation is in addition to the monies already earmarked for projects that are developed and produced regionally and funded through Telefilm Canada, and will be available to CBC Regional Directors of Television for script development and project creation.

The announcement follows a series of meetings between CBC officials and a newly-created Pan-Canadian caucus of regional independent producers. The group, which has become known as the Alliance of Canadian Regional Motion Pictures Industry Association (ACRMPIA), was formed in early 1987 in part as a result of the CBC's need for more high-quality productions originating in its regions.

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In January, ACRMPIA began formal meetings with CBC officials in Winnipeg and expressed its concerns and interest in having greater access to funds allocated by the Corporation for Telefilm Canada projects and CBC airtime. Further to these meetings, the CBC and its Directors of Television reviewed steps designed to respond to the positive suggestions that had been conveyed.

Today's announcement, which represents the CBC's response, was received positively by all parties concerned. In particular, Linda Beath, in charge of operations at Telefilm Canada, welcomed the news and estimated that the resources set aside by the CBC would trigger over \$4 million of financial commitments from the Telefilm Broadcast Development Fund and eventually stimulate the development of new CBC regional drama programming worth some \$8 million.

May 8, 1987

Contact: Brian O'Leary
Director, Regional Production
CBC

Tel.: (416) 975-3706

or

Richard Chambers
Director, Public Relations
CBC

Tel.: (613) 738-6779



CAF
BC
- N26

FOR IMMEDIATE RELEASE



OTTAWA -- The appointment of Jean-Louis Arcand as Director, U.S. Operations (New York and Washington offices) was announced today by William T. Armstrong, Executive Vice-President. Mr. Arcand will be located in Washington, D.C., and his appointment is effective June 1, 1987.

Since 1983, Mr. Arcand has been carrying out special projects for the President's Office. From 1980 to 1983, he occupied the position of Vice-President, Audience Relations.

Before joining the CBC as Director of Corporate Relations in 1974, Mr. Arcand occupied a variety of positions. In particular, he began his communications career as a journalist for the Montreal newspaper "La Presse" in 1961. From 1967 to 1968, he served as a television reporter and editor for Télé-Métropole, a Montreal television station and, also in 1968, as Managing Editor of "L'Évangéline," the daily newspaper in Moncton, New Brunswick. He later returned to "La Presse," where he served as Assistant Managing Editor from 1969 to 1971.

In 1978, Mr. Arcand was asked by the CBC to plan and establish the Conseil international des radios-télévisions d'expression française (CIRTEF), an international broadcasting association based in Geneva, Switzerland. The association, for which he served until 1980 as Secretary General, is made up of 37 radio and television organizations from 26 countries.

Jean-Louis Arcand was born in Cap-de-la-Madeleine, Quebec. He is 47 years old, married and the father to two children.

April 28, 1987

Contact: Richard Chambers
Director, Public Relations
CBC - Ottawa

Tel: (613) 738-6779



FOR IMMEDIATE RELEASE

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Canadian
Publication

The Board of Directors of the Canadian Broadcasting Corporation has approved the selection of Cadillac Fairview Corporation as the Successful Proponent in the Broadcast Centre Development Project competition.

Cadillac Fairview Corporation is selected as the firm with whom the CBC will negotiate a Letter of Intent for the construction of a mixed-use development on the CBC-owned Front Street site in Toronto.

The selection, announced by CBC President Pierre Juneau immediately after the June 26 meeting of the Board of Directors, followed an extensive evaluation process. The Cadillac Fairview response included the strongest financial proposal.

The CBC's Proposal Call was issued June 30, 1986 following Cabinet approval. Responses from Cadillac Fairview Corporation, Campeau Corporation and Trizec Equities Limited were received January 30, 1987.



The Broadcast Centre will be a major focus of the development, which includes commercial office, retail and residential uses. The project complies with the City of Toronto's Amendment to the Official Plan approved in 1985 to permit the project.

The Broadcast Centre Development Project, a total of nearly 4 million square feet, will generate approximately 11,000 work years of employment during construction and is scheduled to be underway in the fall of 1988. Once the development agreements are in place, the CBC will seek final project approval from Cabinet through an Order-in-Council.

June 26, 1987

FOR FURTHER INFORMATION, CONTACT:

Broadcast Centre Development Project Office
Canadian Broadcasting Corporation (Toronto)

Tel.: (416) 975-3300



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FOR IMMEDIATE RELEASE

Gouvernement
Publications

The appointment of Pierre Racicot to the position of Vice-President, Human Resources of the Canadian Broadcasting Corporation was announced today by Anthony S. Manera, Senior Vice-President.

Mr. Racicot assumes corporate responsibility for all activities related to human resources management, which includes planning of personnel and organizational development, compensation and employee benefits, and industrial relations.

Born in Gatineau, Quebec in 1940, Mr. Racicot studied with the Christian Education Brothers in Oka, Quebec and later attended Le Petit Séminaire d'Ottawa and the University of Ottawa.

Mr. Racicot joined the CBC in 1961 with the Telecommunications Group at Head Office and shortly thereafter moved to the Personnel Department. In 1967, he joined Industrial Relations, where he participated in the negotiation and administration of several collective agreements.

In 1972, he was appointed Manager, Human Resources, Ottawa Area, where his duties included all aspects of human resources management in a regional operations environment.

In 1976, Mr. Racicot was responsible for labour relations activities in connection with the Corporation's involvement in the Montreal Summer Olympics. In 1977, he resumed his Industrial and Talent Relations responsibilities and, from 1980 to 1983, he was also in charge of job evaluation and salary and benefits administration at the corporate level.

Mr. Racicot was appointed Assistant Vice-President, Human Resources in August 1986 and Acting Vice-President in December.

The appointment is effective immediately.

June 29, 1987

CONTACT: Guy Thériault
Assistant Director, Public Relations
CBC Head Office

Tel.: (613) 738-6776



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FOR IMMEDIATE RELEASE

Communication
Publication

The appointment of Antonin Boisvert as Vice-President, Communications of the Canadian Broadcasting Corporation was announced today by William T. Armstrong, Executive Vice-President.

Mr. Boisvert will be responsible for developing and ensuring the application of CBC communications plans at the national and regional levels.

Born in 1930 in Sillery, Quebec, Mr. Boisvert is a graduate of Collège de Saint-Jean. He earned a Master's degree in Psychology from l'Université de Montréal and later pursued his studies in Paris at l'Institut national d'orientation professionnelle and at l'Université de Paris.

From 1957 to 1970, Mr. Boisvert held various positions with the CBC's French Services Division, including Research Officer, Head of Research, Director of Information Services, Director of Programming, Director of Radio and Chairman of the task force responsible for instituting management information systems for the network.

He also served as Director of Corporate Affairs at Head Office and as a special consultant for the creation of ORTO (the CBC's host broadcasting organization for the 1976 Olympics).

In addition to his CBC career, Mr. Boisvert has occupied the positions of Vice-President and Assistant General Manager at Radio-Québec (1970-1971), Assistant Deputy Minister, Statistics Canada, Ottawa (1973), Vice-Rector of Communications at l'Université du Québec in Montreal (1974-1980), and Deputy General Commissioner for Communications at the Commission d'initiative et de développement économiques de Montréal (1980-1983).

Mr. Boisvert joined Communications at CBC Head Office in 1983 as Director, General Services. He was appointed Assistant Vice-President in November 1986 and Acting Vice-President in February 1987.

Mr. Boisvert succeeds Thérèse Sévigny, who was appointed Under-Secretary-General of the United Nations, Department of Public Information in November 1986.

The appointment is effective immediately.

June 29, 1987

CONTACT: Guy Thériault
Assistant Director, Public Relations
CBC Head Office

Tel.: (613) 738-6776

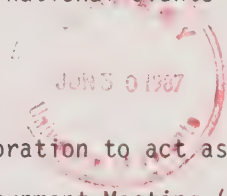


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FOR IMMEDIATE RELEASE

CBC ESTABLISHES HOST BROADCAST UNIT

OTTAWA -- The CBC has established a host broadcast unit to respond to requests from domestic and foreign broadcasters for the provision of live audio and video coverage of various international events taking place in Canada.



The federal government has asked for the Corporation to act as Host Broadcaster for the Commonwealth Heads of Government Meeting (CHOGM), to be held in Vancouver, next October 13 to 17.

Since 1954, the CBC has acted as Host Broadcaster for more than sixteen international events including the 1981 Economic Summit, the 1984 Papal Visit and the 1986 World Exposition in Vancouver.

The formation of a small permanent group will allow for a more efficient and economic use of the Corporation's resources for specially-contracted host broadcast projects. The ongoing approach to these events will be of significant benefit to all parties.

The Host Broadcast unit will be managed by David Knapp. Mr. Knapp, whose appointment as Executive Director is effective immediately, is a 20-year veteran of the Corporation. He joined the CBC in 1966 with the television news department in Montreal, where he held the positions of editor, journalist, producer and executive producer. He then moved to Ottawa, where he headed the national television Parliamentary News Bureau for the English Services Division. In 1979, Mr. Knapp was transferred to Toronto as Executive Producer for coverage of elections and other special projects. He was Director of Broadcast Operations for host broadcasting units at EXPO 86, the 1984 Papal Visit and the 1981 Economic Summit.

The Corporation's host broadcast unit will be located in Ottawa and can be contacted at (613) 727-7351.

June 16, 1987

Contact: Philippe Pâquet
Director of Communications
Host Broadcaster

Tel.: (613) 727-7354



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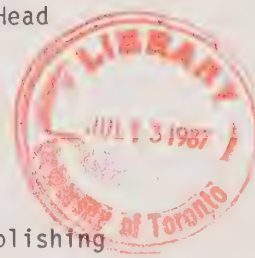
FOR IMMEDIATE RELEASE

Joan P. Gordon's appointment as Director, Parliamentary
and National Community Relations

Ottawa -- The appointment of Joan P. Gordon as Director, Parliamentary and National Community Relations was announced today by Antonin Boisvert, Vice-President, Communications.

The appointment is effective immediately, and consolidates two Head Office Communications units, namely, Parliamentary Services and Community Relations.

In her new position, Ms. Gordon retains responsibility for establishing relationships with federal agencies and national organizations, in particular those representing the interests of Canada's multicultural and ethnocultural groups. She will also administer the six national advisory committees (three French and three English) maintained by the CBC to comment on programming in the areas of science, religion and agriculture. In addition, she will ensure liaison with members of the House of Commons and the Senate, as well as government officials at the municipal and provincial levels.



Ms. Gordon's background includes extensive experience in public relations, promotion, liaison services and management. She has served as Director of Public Relations for the Music Department of the National Arts Centre, as a consultant to cultural organizations and as a producer and announcer in the private broadcasting sector. Ms. Gordon joined the CBC in 1982 and since 1985 has been Manager, Community Relations at CBC Head Office.

July 7, 1987

Contact: Guy Thériault
Assistant Director, Public Relations
CBC Head Office

Tel.: (613) 738-6776



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FOR IMMEDIATE RELEASE - 1/26

Copyright
Publication

Development Proposal for the western portion of the site of La Maison
de Radio-Canada

Ottawa -- The Board of Directors of the CBC has authorized Management of the Corporation to negotiate with "Centre de Production de Montréal (Dorchester) Inc." whose proposal has been retained for the development of the western portion of the site of La Maison de Radio-Canada in Montreal.

The decision, announced today by CBC President Pierre Juneau, follows an evaluation process which lasted over three months. Four proposals were received by the CBC in February 1987. The project was initiated with a clear understanding of sociocultural factors. Specific criteria of evaluation included the following: audio-visual, development, design and financial.

The Corporation found none of the proposals financially satisfactory. Nevertheless, the proposal by "Centre de Production de Montréal (Dorchester) Inc." is considered the best overall development project. The CBC will soon undertake to negotiate the terms of a letter of intent with this company.



The proposal call for this project was issued in November 1986. The shareholders of "Centre de Production de Montréal (Dorchester) Inc." are Astral Bellevue Pathé, Le Groupe Alexis Nihon, 153088 Canada Inc., Réseau Pathonic Inc. and Hawco Construction Canada Ltd.

July 3, 1987

Contact: Louis-Paul Germain or Michel Rose
CBC Engineering
Côte St. Luc, Quebec

Tel.: (514) 485-5470



CAI
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- N2L

FOR IMMEDIATE RELEASE

Ottawa -- The Canadian Broadcasting Corporation produced year-end financial statements for fiscal 1986-87 which received an unqualified audit opinion. In the Corporation's Annual Report tabled today in the House of Commons, Auditor General Kenneth M. Dye stated:

"In my opinion, these financial statements present fairly the financial position of the Corporation as at 31 March 1987 and the results of its operations and the changes in its financial position for the year then ended, in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year."

In his comments, the Auditor General also upgraded his opinion on the Corporation's restated financial position as at March 31, 1986.

"In my opinion, except for the effect of adjustments, if any, regarding the classification of expense amounts on the restated statement of income and expense and reconciliation to government funding basis, the restated financial statements present fairly the financial position of the Corporation as at 31 March 1986 and the results of its operations and the changes in its financial position for the year then ended, in accordance with generally accepted accounting principles."

SEP 2 1987

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Further the Auditor General stated:

"In my opinion, proper books of account had been re-established by 31 March 1987, and the 31 March 1987 financial statements are in agreement therewith, and the transactions that have come to my notice during my current examination have, in all significant respects, been in accordance with the former Part VIII of the Financial Administration Act and regulations as they apply to the Corporation, the Broadcasting Act and the by-laws of the Corporation."

The 1986-87 Annual Report emphasizes the successful introduction of a three-phase action plan begun in November 1986, following the recommendations of a task force appointed by the CBC in August 1986 to help complete the introduction of a computerized national finance system and resolve the difficulties encountered by the Corporation in implementing such a system. The difficulties had prompted a misinterpretation of comments by the Auditor General, whereby it was alleged that the CBC had lost some \$57 million.

The upgraded opinion for 1985-86 reinforces the Auditor General's previous statement that no funds were misappropriated, let alone lost.

In the Directors' Report, President Pierre Juneau acknowledges the enormous effort of CBC staff and the contributions of the Task Force consultants in the successful completion of the first phase of the financial action plan.

"When the three-phase program has been fully implemented, the CBC will have a modern integrated national finance system which will greatly improve its financial management," Mr. Juneau said.

In the CBC's 50th year, a year of continuing financial constraints, the multiple demands of national broadcasting continued to be met. Tens of thousands of radio and television program hours were dependably delivered, in the two official languages and seven native languages, on national and regional networks, over six time zones and through complex distribution systems. High standards of service and audience levels were maintained, and individual programs again achieved the highest national and international recognition.

Along with the day-to-day operations and programming, the CBC's 1986-87 calendar included anniversary celebrations, the role of Broadcast Co-ordinator at EXPO 86, the conclusion of 17 union agreements, negotiations with television affiliates and CRTC hearings for the renewal of the television network licences for the next five years.

The Annual Report restates the Corporation's long-term objectives and the need for more Canadian perspectives in Canadian broadcasting.

"Canada now has, in the Caplan-Sauvageau Report and the proposals of the Parliamentary Committee and others, a practical basis for meeting this need by strengthening both the overall broadcasting system and its major contributor, the CBC," Mr. Juneau said.

August 31, 1987

Contact: Richard Chambers
Director
Public Relations

Tel.: (613) 738-6779



CAT
RC
- N2

FOR IMMEDIATE RELEASE

Ottawa -- The Canadian Broadcasting Corporation would like to clarify its position on participating in information campaigns on the prevention of AIDS by broadcasting messages sponsored by public health organizations.

The Corporation stresses the fact that it is entirely prepared to assist in such campaigns.

The CBC's recent decision to reject certain messages proposed for an advertising campaign was not based on a particular policy on sexually-transmitted diseases. Rather, it was made on the basis of a longstanding corporate policy* similar to that of many public broadcasters throughout the world.

This policy prohibits the sale of time for the broadcast of controversial messages on matters of public interest which engender significant differences of opinion and are the subject of public debate. CBC policy would, for example, preclude the sale of time to multinationals arguing in favour of free trade or to unions campaigning against it.

* The policy is appended.

Exceptions to this rule are electoral campaigns, which are covered by specific legislation. Similarly, the advertising of goods and services is subject to certain provisions of the law.

In view of the particular seriousness of the AIDS problem, the CBC is in agreement with those who consider advertising campaigns desirable. However, it also feels that messages can be formulated in such a way as to reflect the various trends in public opinion in Canada.

The CBC hears from many individuals and institutions whose opinions deserve respect. The opinions it receives indicate that Canadians are deeply divided in their views on how to resolve the problem of AIDS or the other sexually-transmitted diseases.

Messages pertaining to such diseases are much more complex than some people would have us believe. It would be simplistic and totally misleading, for example, to compare the situation in a film scenario or the behavior of a character in a television series with an advertising message. In the first instance, the situation is imagined and carries the story line; it makes no claim to providing a guideline for behavior. In advertising, however, the aim is precisely to suggest a particular behavior.

It is not up to the CBC to dictate the specific wording of advertising messages. This responsibility lies with advertising writers. The requirements of CBC policy present a particular challenge for advertisers, but not an insurmountable problem.

The CBC feels that messages can be formulated to reflect both public health considerations and the ethical concerns of much of the public.

Accordingly, the CBC is prepared to work with government authorities, public health organizations and advertising agencies in this regard.

September 3, 1987

Contact: Guy Thériault
Assistant Director
Public Relations

Tel.: (613) 738-6776

ADVERTISING STANDARDS

EFFECTIVE: March 20, 1985

Television and Radio

CONTROVERSIAL ADVERTISING

CBC does not permit advertisers to buy time for the broadcast of controversial material. (For the purpose of this policy controversy is defined as "A matter of public interest about which there is significant difference of opinion and which is, or is likely to be, the subject of public debate".) The principle of this policy is that the airwaves must not come under the control of any individual or group who because of wealth, special position, etc., might be better able to influence listener or viewer attitudes on a contentious issue. The Corporation believes discussion or comment on controversial questions should be confined to appropriate programming and tries to ensure that the principal points of view on important public questions are presented fairly.

Accordingly commercial messages scheduled on CBC stations may not constitute or contain statements or opinions of a controversial nature, or attempt to persuade the audience to adopt a particular attitude or course of action on a subject that is controversial. Social, economic or political comment or opinion that is contentious may not be used in commercials regardless of the advertiser submitting the material. Under this policy paid political advertising is unacceptable on CBC facilities except as provided for under the Canada Elections Act.

Commercial messages that go beyond promotion of goods and services, e.g., institutional messages to enhance the image of the advertiser, should be factual about the advertiser's projects and plans. Approval of such messages may have to be withdrawn if through some significant change in the political, social or economic climate the message, in the opinion of the CBC, becomes an influencing factor in a matter of public importance.

Under this policy, corporate, institutional or public relations advertising from the private or government sectors as well as any advertising, often referred to as advocacy or societal, that may be controversial is subject to review and approval by Advertising Standards, Head Office.

CODE PUBLICITAIRE

EN VIGUEUR : le 20 mars 1985

Télévision et radio

PUBLICITÉ DE CONTROVERSE

La Société Radio-Canada ne permet pas aux annonceurs publicitaires d'acheter du temps d'antenne pour la diffusion de messages controversés. (Aux fins de la présente politique, est matière à controverse toute question d'intérêt public au sujet de laquelle il y a une forte divergence d'opinions et qui fait ou peut faire l'objet de discussions publiques.) Cette politique se fonde sur le principe que les ondes ne doivent pas être soumises à la domination de personnes ou de groupes qui, en raison de leurs moyens financiers ou de leur situation particulière, ou pour toute autre raison, sont en mesure d'influencer les auditeurs ou téléspectateurs sur un aspect particulier d'une question contestée. La Société est d'avis que la discussion ou l'analyse des questions controversées doit être réservée à des émissions pertinentes et elle s'efforce de veiller à ce que les principaux points de vue sur les questions importantes d'intérêt public soient traités de façon juste et équitable.

Par conséquent, les annonces publicitaires diffusées par les stations de Radio-Canada ne doivent pas exprimer une déclaration ou une opinion qui prête à controverse, ni chercher à persuader l'auditoire d'adopter une attitude particulière ou une ligne de conduite sur un sujet controversé. Les opinions ou les commentaires économiques, sociaux et politiques prêtant à controverse sont interdits dans les annonces publicitaires, quel que soit l'annonceur publicitaire qui présente ce matériel. En vertu de cette politique, la publicité politique payée est inacceptable sur les ondes de Radio-Canada, sauf sous réserve des dispositions de la Loi électorale du Canada.

Les annonces commerciales qui vont plus loin que la simple promotion de produits et services, notamment les annonces de prestige visant à rehausser l'image de marque, devraient donner des renseignements concrets sur les projets et les plans de l'annonceur publicitaire. L'approbation de ces annonces peut devoir être retirée lorsque, de l'avis de la Société, à la suite d'un changement important dans le climat politique, social ou économique, l'annonce devient un facteur d'influence sur un sujet d'intérêt public.

En vertu de cette politique, la publicité de prestige ou de relations publiques de la part d'organismes gouvernementaux ou de ceux du secteur privé de même que toute publicité dite engagée ou sociétale pouvant prêter à controverse est soumise à l'examen et à l'approbation du bureau du Code publicitaire du siège social.



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FOR IMMEDIATE RELEASE

Ottawa -- The English and French national satellite channels of the Canadian Broadcasting Corporation will be carrying a number of special events in the coming weeks, as well as providing live coverage of the daily proceedings of the House of Commons.

These special broadcasts are provided in addition to any regular CBC Radio and Television network or regional coverage planned for each event.

1. Northwest Territories election coverage on October 5, from 10 p.m. EDT. Available in English.
2. New Brunswick election coverage on October 13, starting at 7:30 p.m. EDT immediately following the repeat of Question Period from the House of Commons. Available in English and French.
3. CRTC - CBC Radio Licence Renewal Hearing, from October 13 to 16. Tape-delayed coverage of the first day of the hearing will follow the New Brunswick election broadcast. For the remainder of the hearing, the coverage will begin at 8 p.m. EDT. Available in English and French.

Viewers will be able to see these special broadcasts on their local cable system on channels normally carrying the proceedings of the House of Commons. These broadcasts are possible with the cooperation of the Canadian Cable Television Association and its member companies and are available in English or French, depending on the normal operating practices of each cable company.

September 28, 1987

Contact: Richard Chambers
Director, Public Relations
CBC Head Office

Tel.: (613) 738-6679



CAI

RBC

- NEG

FOR IMMEDIATE RELEASE

Ottawa -- Bold policy decisions concerning English and French radio and television programming for the next three years were made by the Canadian Broadcasting Corporation's Board of Directors at its September 28 and 29 meetings in Ottawa, it was announced today by CBC President Pierre Juneau.

"The Corporation takes the position that services must be maintained at proper levels in both languages if the CBC is to fulfill its national role as Canada strives to retain its cultural sovereignty," Mr. Juneau said. "As competition from American programs constantly increases, maintaining adequate levels of service means investing sufficient resources in programs."

"Increased Canadian content in English Television is imperative. However, the Corporation is also concerned about increasing competition for French audiences from American programs as more television channels become available and about the risk of diminishing quality in French programs. This is true not only for Quebec audiences but particularly for French-language minorities outside Quebec. The Corporation therefore believes it is essential to maintain a high level of quality and relevance in its French radio and television programs. This applies to both network and regional programs," Mr. Juneau said.

These policy decisions were reached by the Board of Directors on the basis of Management recommendations concerning the CBC's operating plans for the next three years.

Some of the main points of the Board's decisions are:

- CBC English Television will increase its level of Canadian content to 95 per cent in prime time by 1990-91;
- French Television and Radio will be strengthened to help safeguard and enhance Francophone culture in Canada;
- English Radio quality will be sustained;
- English and French regional stations will be maintained.

Due to current budget constraints which apply to government agencies, CBC Management foresees financial shortfalls of \$56.5 million for 1988, \$71.5 million for 1989 and \$97.3 million for 1990.

However, the Corporation is of the view that its stated objectives can still be achieved by efficient management, the redirection of resources and some modest financial relief from the Government's budgetary constraints currently in effect. The Board believes such financial relief is absolutely indispensable, if the services that the CBC provides to the public are not to be significantly reduced.

In the Board's view, it is imperative that the objective of Canadianizing CBC English Television, about which there has been a long-standing consensus, be pursued vigorously and achieved rapidly. Any further delay in realizing this objective will begin to dilute and undermine all the substantial achievements of the Corporation in other areas.

The Board also maintains that CBC French programming on radio and television cannot be weakened any further. The French Radio and Television networks of the CBC are indispensable instruments of cultural survival and development for Francophone Canadians and for Canada as a whole. The French programs of the CBC must appeal to the general public; they must also be of high cultural quality if they are to fulfill the responsibilities of the CBC and its mandate. The Board feels strongly that there must be a further strengthening of information programs on both French Radio and Television.

These objectives, adopted by the CBC Board, are consistent with the views about the need to increase Canadian programming recently expressed by the Honourable Flora MacDonald, Minister of Communications, to the House of Commons Standing Committee on Communications and Culture.

Because of the size and diversity of Canada, the Board also reaffirmed its view that the CBC must, as required by the Broadcasting Act, respond to the needs of the regions of Canada and reflect the regions to the whole country. It has therefore approved the recommendation of Management that, notwithstanding efforts to redirect internal resources, regional stations should be maintained.

The Board also agreed that regionally-produced programming should occupy a larger portion of the schedules, particularly on the English Television Network.

As already stated, the goal for English Television is 95 per cent Canadian content in prime time and more than 90 per cent across the entire schedule by 1991. Canadian drama will be increased by four hours per week, with much of it being produced outside Toronto. There will be more arts and performance programming and more programs for pre-school children.

To achieve these objectives, English Television will pursue more co-productions and increased productivity and commercial revenues. More than \$20 million now spent on U.S. programs will be redirected to Canadian programs.

A substantial increase in regionally-produced programming on the English Network will be achieved by redirecting some existing regional budgets and by injecting additional funds.

"More than 40 per cent of the overall schedule will originate in the regions, as compared with 26 per cent now," said Denis Harvey, Vice-President, English Television.

"Program development officers for Eastern and Western Canada will be appointed in Halifax and Vancouver to find ideas and writers. No stations will close and supper-hour information programs will be maintained across the country," he said.

The strategic objectives for French Television over the next three years call for:

- the improvement of program quality;
- the maintenance of distinctive and popular programming;
- the enrichment of the quality of drama and entertainment; the settings for the "téléromans" should be more varied, enabling audiences to see where Canadians work and live;
- more program time to be devoted to Canadian contemporary authors and outstanding performing institutions in the areas of serious music, theatre and dance;

- more cooperation with the National Film Board; the Corporation will broadcast as many of the NFB films as may be available and suitable for television programming;
- a strengthening of information programming;
- a confirmation of the Corporation's commitment to reach a level of 50 per cent for private-sector productions in the areas of fiction and children's programs;
- a greater reflection of ethnic minorities.

"These objectives will be pursued without reducing the present resources of the regional stations, which are already operating with the bare minimum. Any further reductions would jeopardize their existence," said Franklin Delaney, Vice-President, French Television.

"CBC French Television reaches a very large audience. It generally dominates the market during prime time with 92 per cent Canadian content, not counting feature films. Our efforts over the next three years, if resources are sufficient, will aim at higher levels of excellence," he said.

The presentation of the three-year operating plans provided the CBC Board of Directors with an opportunity for a thorough assessment of English and French Radio.

"I'm confident that, with the support given English Radio by the Corporation's Board of Directors, we can avoid some of the very serious reductions in service that would otherwise have to be contemplated," said Michael McEwen, Vice-President, English Radio.

"The strength of English-language Radio has always been found in the regions, and this plan has preserved their ability to reflect themselves not only to their own communities but also to one another on the national network. With some adjustments and redirections in our schedules and operations, we should be able to maintain and, in some areas, make improvements to our present level of service," he said.

Similarly the Board refused to accept any further reduction of CBC French Radio in AM or Stereo (FM). Cultural program levels will be maintained and, where possible, enhanced. For example, nine national competitions which would otherwise have to be curtailed will be maintained. A particular effort will be made to improve radio information programming.

"The Board of Directors has adopted a number of judicious measures with respect to French Radio. The Board reaffirmed its view that public radio must be distinctive; that, in the pursuit of its activities, it should remain in contact with and promote the work of the artistic communities of Canada; that it should also introduce its audiences to the artistic and cultural trends of today's world," said Jean Blais, Vice-President, French Radio.

"This action by senior Management and the Board is most encouraging for all radio craftspeople and for future radio audiences," he said.

At the same time, the Board noted that reductions beyond those already made in the past two years will be effected in administration and support services.

"Through efficient management and the internal redirection of resources, the CBC will manage a substantial part of the shortfalls projected in the corporate plan; however, the CBC alone cannot accommodate all the elements of the shortfalls," Mr. Juneau said.

"In order to achieve these important objectives to which both the Board and Management are now committed, the CBC will require a financial commitment from the Government and from Parliament," he said.

October 14, 1987

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FOR IMMEDIATE RELEASE

Ottawa -- Bold policy decisions concerning English and French radio and television programming for the next three years were made by the Canadian Broadcasting Corporation's Board of Directors at its September 28 and 29 meetings in Ottawa, it was announced today by CBC President Pierre Juneau.

"The Corporation takes the position that services must be maintained at proper levels in both languages if the CBC is to fulfill its national role as Canada strives to retain its cultural sovereignty," Mr. Juneau said. "As competition from American programs constantly increases, maintaining adequate levels of service means investing sufficient resources in programs."

"Increased Canadian content in English Television is imperative. However, the Corporation is also concerned about increasing competition for French audiences from American programs as more television channels become available and about the risk of diminishing quality in French programs. This is true not only for Quebec audiences but particularly for French-language minorities outside Quebec. The Corporation therefore believes it is essential to maintain a high level of quality and relevance in its French radio and television programs. This applies to both network and regional programs," Mr. Juneau said.

These policy decisions were reached by the Board of Directors on the basis of Management recommendations concerning the CBC's operating plans for the next three years.

Some of the main points of the Board's decisions are:

- CBC English Television will increase its level of Canadian content to 95 per cent in prime time by 1990-91;
- French Television and Radio will be strengthened to help safeguard and enhance Francophone culture in Canada;
- English Radio quality will be sustained;
- English and French regional stations will be maintained.

Due to current budget constraints which apply to government agencies, CBC Management foresees financial shortfalls of \$56.5 million for 1988, \$71.5 million for 1989 and \$97.3 million for 1990.

However, the Corporation is of the view that its stated objectives can still be achieved by efficient management, the redirection of resources and some modest financial relief from the Government's budgetary constraints currently in effect. The Board believes such financial relief is absolutely indispensable, if the services that the CBC provides to the public are not to be significantly reduced.

In the Board's view, it is imperative that the objective of Canadianizing CBC English Television, about which there has been a long-standing consensus, be pursued vigorously and achieved rapidly. Any further delay in realizing this objective will begin to dilute and undermine all the substantial achievements of the Corporation in other areas.

The Board also maintains that CBC French programming on radio and television cannot be weakened any further. The French Radio and Television networks of the CBC are indispensable instruments of cultural survival and development for Francophone Canadians and for Canada as a whole. The French programs of the CBC must appeal to the general public; they must also be of high cultural quality if they are to fulfill the responsibilities of the CBC and its mandate. The Board feels strongly that there must be a further strengthening of information programs on both French Radio and Television.

These objectives, adopted by the CBC Board, are consistent with the views about the need to increase Canadian programming recently expressed by the Honourable Flora MacDonald, Minister of Communications, to the House of Commons Standing Committee on Communications and Culture.

Because of the size and diversity of Canada, the Board also reaffirmed its view that the CBC must, as required by the Broadcasting Act, respond to the needs of the regions of Canada and reflect the regions to the whole country. It has therefore approved the recommendation of Management that, notwithstanding efforts to redirect internal resources, regional stations should be maintained.

The Board also agreed that regionally-produced programming should occupy a larger portion of the schedules, particularly on the English Television Network.

As already stated, the goal for English Television is 95 per cent Canadian content in prime time and more than 90 per cent across the entire schedule by 1991. Canadian drama will be increased by four hours per week, with much of it being produced outside Toronto. There will be more arts and performance programming and more programs for pre-school children.

To achieve these objectives, English Television will pursue more co-productions and increased productivity and commercial revenues. More than \$20 million now spent on U.S. programs will be redirected to Canadian programs.

A substantial increase in regionally-produced programming on the English Network will be achieved by redirecting some existing regional budgets and by injecting additional funds.

"More than 40 per cent of the overall schedule will originate in the regions, as compared with 26 per cent now," said Denis Harvey, Vice-President, English Television.

"Program development officers for Eastern and Western Canada will be appointed in Halifax and Vancouver to find ideas and writers. No stations will close and supper-hour information programs will be maintained across the country," he said.

The strategic objectives for French Television over the next three years call for:

- the improvement of program quality;
- the maintenance of distinctive and popular programming;
- the enrichment of the quality of drama and entertainment; the settings for the "téléromans" should be more varied, enabling audiences to see where Canadians work and live;
- more program time to be devoted to Canadian contemporary authors and outstanding performing institutions in the areas of serious music, theatre and dance;

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October 14, 1987

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FOR IMMEDIATE RELEASE

Ottawa -- CBC French Television is prepared to provide special programming so that Francophones outside Quebec can follow the Calgary Winter Olympics in their own language.

The Canadian Broadcasting Corporation has negotiated an agreement with Télévision associée (the TVA network), which holds the exclusive broadcast rights for French television in Canada. This agreement will make it possible for the CBC to telecast the opening and closing ceremonies and a one-hour summary every evening on the entire French network.

CBC President Pierre Juneau made this proposal a month ago to the Joint Committee of the House of Commons and the Senate on Official Languages.

Furthermore, the CBC wishes to point out that its French audience outside Quebec would not be well served by an arrangement requiring it to carry many hours a day of live TVA coverage. Such an arrangement would create dramatic differences between CBC service in Quebec, where viewers would receive all their regular favourite programs, and CBC service elsewhere in Canada, where most regular programming would not be available.

Only one obstacle remains: the CBC is not able to fund the production costs, estimated at \$1 million. However, the CBC is prepared to pay the additional cost of buying the broadcast rights from TVA.

The Corporation maintains that the major financial responsibility should be borne by the Games Organizing Committee. In 1984 it chose TVA for domestic French television coverage, even though that network could not provide distribution to all of Canada.

"We certainly hope that a satisfactory agreement will be reached, and that the CBC will help make it possible for Francophones from coast to coast to share in the spirit of the Winter Olympics," said Franklin Delaney, Vice-President of French Television.

November 19, 1987

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FOR IMMEDIATE RELEASE

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CBC BOARD OF DIRECTORS IN CALGARY

Calgary -- The Canadian Broadcasting Corporation's Board of Directors, meeting in Calgary, today endorsed the selection of Calgary and Halifax as the two major regional production centres for the 24-hour news and information network.

The Board also reaffirmed its support for a French language news and information channel and directed that the CBC feasibility study be ready by June 1, six months ahead of the CRTC deadline for the completion of the study.

Speaking at a news conference today, Pierre Juneau, President and Chairman of the Board said:

"More than 70 per cent of the programming for the news network will be gathered and edited from centres outside Central Canada. Our Calgary news operation is one of the best in the CBC and we are delighted to use the talent here as a Western Canadian base for the new channel.

"People living and working here in Calgary will be making the minute-to-minute decisions as to what all of Canada will be seeing on the new channel for six hours every day. Calgary will be responsible for the period from 3:00 p.m. to 9:00 p.m., Mountain Time, Monday to Friday.

"The same role will be performed by our staff in Halifax for another six hours every weekday morning."

Most of the 48 hours every weekend will also be managed in other regional centres outside Central Canada.

"For the first time in Canadian journalism, a national news gathering organization will be anchored out of a number of regional centres," Mr. Juneau said. "We are delighted that Alberta will be a major player in setting a national news agenda."

The Board also considered preliminary plans for the Journalism Review Council which will deal with viewer complaints about content on the news channel. The Council will consist of a chairman and six members, all to be chosen from outside CBC. At least two, but no more than three, must have some experience in journalism. All decisions of the Council will be made public.

"It is important to note that the designations of Calgary and Halifax as principal editorial centres evolved out of our original news network application to the Canadian Radio-television and Telecommunications Commission (CRTC) wherein the CBC outlined plans to coordinate 12 hours of news each day from Western and Atlantic Canada," Mr. Juneau explained.

As well as being the centre for Western Canadian news, Calgary will also be responsible for ensuring a balance of news and information from all parts of Canada and from around the world for six consecutive weekday hours.

The CRTC rendered the decision to award CBC the licence for the 24-hour news and information network on November 30, 1987.

The CBC will not be using any of its regular funding for the news and information channel. All operating costs will be covered by selling commercials on the new channel and by a modest monthly fee to cable subscribers. Its budget will be managed completely independently of CBC's basic services, and audited by Kenneth Dye, Auditor General of Canada.

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The Board also considered whether it was in the public interest to grant a licence to the applicant. The Board will consider the applicant's financial resources, the applicant's experience and the applicant's ability to manage the business. It will also consider the applicant's ability to meet the requirements of the relevant legislation.

It is noted that the applicant has provided information about its financial resources, its experience and its ability to manage the business. The Board will consider this information and will also consider the applicant's ability to meet the requirements of the relevant legislation.

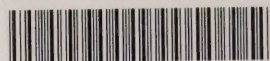
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